

From: LGREHER --VUS0212A
To: HBRASS --VCH0021A Hugh Brass

Date and time 02/12/92 17:29:33

Subject: WARNING LABELS

WHEN THIS PROJECT WAS INITIATED, SENIOR MANAGEMENT ASKED THAT WE INFORM OUR COMPETITORS THAT WE WERE GOING TO BE USING WARNING LABELS ON ALL OUR PRODUCTS. THIS REFERRED TO RJR, B&W, BAT, RI, ETC. ALEARDO MENTIONED THAT WE SHOULD ALSO, AS A MATTER OF COURTESY, INFORM MONOPOLY COMPETITORS THAT REGULARLY EXPORT TO OTHER MARKETS. HE MENTIONED SPECIFICALLY JT, SEITA AND MONITAL. MATT HAS CONTACTED JT BUT I WASN'T SURE IF ANYONE CONTACTED SEITA (I WAS NOT AWARE THAT MONITAL HAD EXPORTS BUT I SUPPOSE THEY DO IF AGB MENTIONED IT). DO YOU KNOW? I DIDN'T KNOW IF THIS WAS GOING TO BE DONE BY MIKE HORST, BY ALAIN FERNANDEZ, OR WHETHER IT WAS TO BE DONE BY N.Y.

BEST REGARDS,

LESLIE

cc: LPOLLAK --VUS0212A Lee Pollak

MWINOKUR--VUS0212A Matthew Winokur

2500040966